WEEKLY REVIEW

G-B CALENDARS

Are you thoroughly convinced that G-B Calendars are the highest type of Art Calendars for advertising made anywhere? If not, you had better spend a little time selling yourself.

There never was anything offered to the public which can compare with our dainty De Luxe mounts.

Are you trying to sell calendars for advertising service? Nine times out of ten you lose a sale because you fail to show your customer how he can use G-B Calendars profitably. Do you know yourself how to do it?

Are you pushing our superb Mailing Card and Blotter Service? If not, you are losing sales every day. Outline a plan for this monthly service. Some salesmen are selling these goods every day. Others sell none. Why?

If you expect to be a prize winner, a success, you have got to use brains, you must be something more than an order taker. A successful calendar salesman is the highest type of a business man. Don't be satisfied with being anything less.

The Weekly Review

Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME TWO — Thursday, April 22, 1909 — NUMBER EIGHTEEN

THE NEW CONTEST

APRIL 12 TO MAY 22

$30.00 Grip - - - - -	AA and A
$25.00 Grip - - - - -	BB and B
$30.00 Set of Trimmings - - -	AA and A
$25.00 Set of Trimmings - - -	BB and B

Trimmings Consist of Leather Cases With Full Set of Ten or Twelve Pieces.

BB and B CAN WIN AA and A PRIZE
AA and A MUST STAY IN THEIR CLASS TO WIN

Class AA.
$2,1[illegible]

Albert
Coleman
K. H. Gerlach
Meyer
Roberts
Shimmin
Woodman

Class A.
$1,800

Barber
Byron
Cies
Finley
Lott
H. B. McDonald
Rowe
Ungerer

Class BB.
$1,500

Beelman
Brooks
Carter
Conkling
Considine
A. E. Gerlach
Lindsley
Moore
Osmun
Reilly
Scott
H. E. Smith
Thompson
White
E. L. Whittier

Class B.
$1,200

Barclay
Bayley
Betton
Blodgett
Bowles
Coulter
Ellis
Fadely
Fairbairn
Givan
Greenhalgh
Henaghan
Huffert
Kimbrough
Lambert
Lindon
Marks
McCully
W. A. McDonald
McLaughlin
Morton
Parks
Saxton
Shepard
F. A. Smith
S. L. Smith
J. G. Whittier
Wiese
Urmson

The first week of the new contest ended Saturday April 17th, and at the time this article is dictated it looks as though the sales force is entering this contest with a determination to make it a big success. Of course, it is far too early to give any detailed reports, and as a matter of fact we have received full reports for the week from only those salesmen located in territory near the factory. We are still short a number of reports from the East, and of course, have had time to receive but few reports from the West.

We are frank to say that the preceeding week, that is to say, the week ending April 10th, which closed the last contest, shows a decided slump in the work of the sales force. We are mighty glad if the slump had to come, and such slumps are inevitable, that it occurred during the last week of the recent contest instead of the beginning of the present contest.

We are inclined to think that the slump was due somewhat to the fact that the week ending April 10th closed the contest, for the reason that it is noticeable that those salesmen who really needed a good week to make them a winner reported good weeks, and the slump seemed to appear in the work of those salesmen who apparently had not a chance to win out.

We have been reporting a marvelous increase, week after week, and of course, it is only reasonable to suppose that the sales force would have an off week sooner or later. We firmly believe that the balance of this month and the month of May are going to show spelendid results and we want every man on the force to put his shoulder to the wheel and put forth his best efforts to help us maintain the splendid gait at which we have been going.

We don't believe that a similar company ever offered prizes in such a contest when the conditions have been as favorable for the sales force as in the contest now on. The volume of business necessary for the men under the different headings to write, is so low that a large percentage of the force should win out, and this is just what we want. If a contest of this sort will stimulate the work of our sales force, thereby adding thousands of dollars to our sales it will prove a profitable proposition for the G. B. Company and at the same time, encourage the sales force.

Undoubtedly there are a number of you who have not made as good a start as you would have liked to, but bear in mind that the end of the contest is some few weeks off, and there is still ample time to make up the lost ground. There is only one way to prove a winner in this sort of a contest, and that is to be always "on the job." The man who coined the sentence "Always on the Job," did a good day's work, because industry is a great thing. The man who will study the proposition and be "always on the job" will certainly prove a winner. The writer has noticed it time and time again that the salesman who reports with regularity, and who is "always on the job" is the fellow who is getting results.

By the time this reaches you, the second week of the contest will be over and we will be entering upon the third week. Let us try and make it the best week of the contest. The average business we have asked each man to write in the contest is a very low average, as we have stated before, and if each one of you will write your proportionate share we will be perfectly satisfied.

Now don't try and figure out that there is some good excuse for your not doing your share. Of course, if a man is absent from the field on account of illness, his failure to produce the required amount might be excusable, but every active man in the field should certainly be able to write the amount of business required under the rating appearing on page 2.

As the old saw runs "All things come to him who waits." Maybe so, but our belief is that things will come a heap sooner if instead of waiting, you go hustling.

Withdrawals

LEFT-OVER Cardboards

No. 1291. Rosabel.

No. 1294. Pride of Kentucky.

No. 1395. By the Meadow Brook.

No. 1396. Springtime on the Old Farm.

¶ Destroy your samples AT ONCE as no further orders WILL BE ACCEPTED.

PRIZE CONTEST WINNERS

CLASS A

ALBERT COLEMAN K. H. GERLACH MEYER
ROBERTS WOODMAN

CLASS C

BROOKS CARTER GREENHALGH
MARKS REILLY

MEYER AND ROBERTS RUN FAR IN ADVANCE OF THEIR RATING

Coleman and Woodman Win By Splendid Spurts At The Finish.

Without the Results of Their Work on April 10th, the Last Day of the Contest Neither Would Have Proven Winners.

We have published above a list of winners in the prize contest which ended April 10th. There may be one or two other winners, as there are a few reports not received up to the time that this is dictated.

From a G.-B. standpoint, and we believe from the standpoint of the sales force, the recent contest has proven a big success. We are frank to say that we would have been very glad to have awarded a larger number of grips, nevertheless we feel satisfied that all salesmen who have taken an interest in the contest must feel that even though they have not won a prize, the fact that the contest was on, has stimulated their work at least to the extent of putting extra commissions in their pockets. The man who has striven to win and fell short of the mark by a slight margin, as a number of men have, certainly must realize that the contest has helped him.

There is absolutely no question but that a contest of this sort stimulates a sales force, and no better evidence of the fact is needed than a review of the work of Messrs. Coleman, Woodman,Meyer and Carter and others whose work during the period of the contest was really remarkable as compared with their work previously in the same period, since connected with the G. B. sales force. There are other winners, of course, whose work is very commendable, but as some were not connected with the sales force previous to this year, in such instances, we have no comparisons to draw.

Mr. Coleman was badly handicapped in the contest having lost the first full week, being

out of the field. He, however, expressed the determination of winning, and he performed the remarkable stunt of sending in business during every day he worked during the contest. He reported an average of $550.00 per week for the five weeks, giving him a total of $2750.00 during the contest.

As we received his reports for the last few days of the contest we kept daily tab on his work, and it was a question as to whether he would win out or not, and it was not until his final report for Saturday, April 10th was received that he could be counted a winner. His last report for Saturday the 10th brought in four orders amounting to $118.00, about $50.00 more than the necessary amount required.

During the five weeks he reports a total of 82 orders, or an average of about 16 1-2 orders a week. Accompanying Mr. Coleman's final report was the following letter:—

"I think I've won out in the contest, but its been a hard fight. I leave to-morrow night at 9:00 P. M. on the trip outlined. Feel badly for one thing and that is stopping business for two days, for never since January have I failed to land business every day, and next year I am going to make them all go some.

Note what you say as regards my proposed trip and it is a gamble true enough, but I've 'got a hunch' and am going to follow it up for all I am worth. Rest assured that if there is any business to be had in the territory I am heading for, I am going to come pretty near getting same.

Let me close by saying, I consider it a great pleasure and privilege to be connected with such a company, and if all the boys feel as I do, you wouldn't have to worry much about business coming in."

Mr. Woodman's finish in the contest, if anything, was a little more spectacular than Mr. Coleman's, that is to say, he needed a larger volume of business on Saturday, the last day, to pull him out. When his first report for the final week of the contest arrived with a total of only $44.00, things began to look dubious. He followed this up with a blank day, and we could not help but feel that he had "cold feet," and that his work was slumping, and we must confess that we were very much afraid that he was going to fall down. Wednesday, however, three orders amounted to $118.00; Thursday three orders, $128.50, but Friday he slumped again, sending in only one order amounting to $86.25, and then it looked almost hopeless. Accompanying his report for Friday was the following letter:—

"Well there is one more day in the contest and I still need a little over $200.00 to win out, but expect to make several towns and won't quit until the last store is closed. Have had lots of bad luck in finding buyers away from home. Two of my best orders of last year I expected to repeat this week, but have found both of them away from home.

"Every order I have sold so far this week has been sold to prospects who had turned down all the other fellows including myself, sometime ago, and if I win out, will feel pretty proud of the achievement. Hope most of the boys are successful, its great training."

We waited anxiously for his Saturday's report, and when it finally arrived it contained five orders amounting to $221.00, just $4.93 more than the necessary amount to make him a winner. This amount was almost $100.00 more than any day's report in the previous two weeks, and it simply shows what a stimulant a contest of this sort will prove to a salesman who is determined to win out. Accompanying his final report was the following letter:—

"Have had the hardest fight I ever put in, but according to my figures I have a grip won. Hired a 'coon' to carry my samples and cases today and nearly killed the poor sucker walking him around.

Am anxious to learn what prize you are going to offer for the new contest, because I expect to win."

A glance at the sales book shows that Mr. Woodman's business up to April 10th, is just 100% ahead of his total sales for the same period last year. We certainly congratulate him most heartily on his magnificent work, and we are certainly mighty proud to have him on the G. B. sales force.

Of course, it was expected that Mr. K. H. Gerlach would easily win out in the contest, and as a matter of fact at the end of the fourth week of the contest he had passed the requisite amount, necessary for a class "A" man. His work for the full six weeks of the contest

averages about $700.00 per week, and at that he spent several days in the factory. Quite frequently he left for the factory on a Friday night, leaving again Monday night, so as to be in the field Tuesday morning, therefore, more truly speaking, his average would be close onto $800.00 per week, counting the actual days spent in the field. A glance at the sales book shows that Mr. Gerlach has reported business practically every day he has spent in the field since Dec. 28th, last.

Mr. E .E. Meyer has made a splendid showing this year particularly during the recent contest. He was rated under heading class "C," which required an average of $350.00 per week. His average during the contest has been, in round figures, $470.00 per week, which gives him a total more than sufficient to make him a winner of a class "A" grip. Mr. Meyer was not with us the early months of last year, that is to say, he joined the G. B. sales force around the first of April, therefore, we cannot compare his work during the present year with that of last year. We think, however, that his work during the present contest is evidence enough of his ability, and we hope he will be able to keep up the splendid gait throughout the contest now on.

Mr. Roberts is one of our Western contingents, who has been going along at a merry clip. You will all recall the fact that he was a winner of the prize for "gross sales—new men" in the first contest. In the contest for grips he was rated as a class "B" man, an average of $350.00 per week being set for him. He exceeds the average necessary for a class "A" man by a fair margin and we congratulate him most heartily.

We understand that Mr. Roberts, comparatively speaking, is a new man at the calendar game. Last Fall he did sell a few calendars for a junk house, but put in very little work in the field, as we understand it. He joined our force, entering the field Dec. 28th, and his work has really been phenominal for a new man, and it is certainly a very striking illustration of what a man can do with the G.-B. line, who will put in hard, conscientious work.

You will note that Mr. Roberts is rated in class "AA" in the contest now on, but in view of the fact that the average is somewhat less than the gait he has been going at, we certainly count upon him being one of the winners of a set of trimmings.

Mr. Albert is another winner in class "A." As a matter of fact, Mr. Albert passed the mark early in the contest, having landed a splendid order which alone was sufficient to make him a winner. Unfortunately he since found it necessary to be out of the field for some little time on account of personal matters, otherwise he undoubtedly would have written double the volume of business necessary to make him a winner.

Mr. Albert is now back in the harness and has made a very good start in the new contest, and as a matter of fact for the first two days work he reports a total of over $250.00, and we fully expect to see him win a set of trimmings in the new contest.

Among the list of winners there are none published as being winners under heading class "B." However, Mr. Meyer and Mr. Roberts were both rated under this heading, but fortunately they worked out of their class proving winners of class "A" grips, and we therefore now refer to the work of the winners under heading class "C."

Mr. Carter is one of the winners under this class, who has been with the G. B. Company since its organization, and his work in the field this year as compared with his work last year is certainly deserving of the highest praise. A glance at the sales book shows that his increase and total sales is around 300%. While Mr. Carter is not inclined towards spectacular work, he is "always on the job," and we can depend upon receiveing a report from him every morning, and invariably it is accompanied by some blue sheets. After all this is the kind of work that counts.

It is true that during the last few weeks Mr. Carter has not been reporting with his usual regularity, that is to say, the orders have not been coming in quite as regularly as during the early part of the year, but we expect

to see him strike his gait again in the present contest, and certainly hope he will prove a winner. He needs a set of trimmings for the fine case we are going to send him.

Mr. Brooks is a winner under class "C" heading, having just exceeded the total necessary by $72.00. He is a recent addition to the sales force, and from the start he has made, we feel that we can count upon him being one of our steady producers. During the several weeks he has been representing us he has reported business with regularity and a very satisfactory total considering the fact that he is handling a new line, and in a new territory. The fact that he has proven a winner in the recent contest is evidence that he has been going along at a pretty steady gait, and we note that for the first week in the new contest now on, Mr. Brooks has reported approximately, $350.00, therefore is ahead of the necessary average. We sincerely hope that he will be able to keep up this gait.

Mr. Marks is another new man on the force who proves a winner in class "C," and he certainly has reason to feel mighty proud of his work. Not so much because of the volume of business he has written, which is nothing out of the usual, but because Marks had the misfortune to get a poor start early in the year, and for a while it looked as though he was not cut out for a calendar salesman. He, however, stuck at the proposition and has by perseverance and hard work succeeded in getting things coming his way, and we are quite sure that he will be heard from with regularity.

Mr. Reilly is a winner of a class "C" grip, but it is only fair to say that Mr. Reilly's total for the six weeks of the contest was helped materially by a splendid order which he landed the latter part of March. This order, by the way, amounted to $1250.00. While Mr. Reilly did some work for us last Fall, he is now in new territory, and we are very confident that he is going to build up a nice business for both himself and the G. B. Company. Now that he has won a grip we want to see him win a set of trimmings.

You will recall that early in the contest we announced Mr. Greenhalgh as a winner. He landed a magnificent order amounting to practically $1500.00 early in March, which assured him of a prize since he was rated in class "C." With this splendid start Mr. Greenhalgh certainly should have got out of his class and won a class "A" or "B" grip, but for some reason he has not been able to send in business with regularity. We sincerely hope that he will strike his gait again, and that in the present contest he will prove a winner.

There are, of course, a number of salesmen who have fallen short of the average set for them by very close margins, and it was largely due to this fact that we concluded to announce the new contest which started April 12th, offering as prizes the same quality of grips as were offered in the previous contest, and for those who had won grips we decided to offer the full set of trimmings. As we stated previously, the results of the two contests have been more than satisfactory, when it is taken into consideration, the fact that we are a comparatively young organization, with a sales force not as fully organized.

REILLY DELIGHTED AT HAVING WON A GRIP.

Mr. Reilly is very much pleased with having won a grip, and we can assure him that it will give us great pleasure to send him one. The only thing for Reilly to do now is to get out and win a set of trimmings, and he certainly has our best wishes. His letter follows:—

"Received your letter in reference to grip, which you may send to my home address. Nobody on the sales force will be any more pleased than I at winning this prize, and I am heartily thankful to the G. B. Company.

Private matters have interefered with my work during the past few months, but I have clear field now and will devote all my time and energy to winning the trimmings for my grip. This is a splendid field, and without the drawbacks that I have had I would have turned in a much better business. There is no use to regret the water that has run through the mill. This territory has 100% more business in it now to be signed than has already been signed, and I will get my share.

Thanking you for the nice things you said about me in the last week's Review, I remain,

J. G. Reilly."

WEEK ENDING, APRIL 10th.

Mr. K. H. Gerlach leads the force with a total of $716.00 despite the fact that he put in but five days in the field. The week preceding, Mr. Gerlach secured business on Saturday, in fact did a nice business, and then left for the factory arriving here Sunday morning. Some important matters kept him here part of Monday but he left so as to be in the field bright and early Tuesday morning, sending in business for the five remaining days of the week.

On Tuesday he booked three orders none of which were large, however. On Wednesday his four orders amounted to $222.15; Thursday two orders made the total of $177.00; Friday one small order, and on Saturday he booked five orders amounting to $216.73. Mr. Gerlach evidently does not look upon Saturday as being a bad day to do business, as he booked more orders Saturday than any other day in the week.

On some few instances Mr. Gerlach has found it necessary to leave for the factory Friday night, and not counting these days, we cannot find that he has put in a day in the field this year without getting business on a Saturday. As a matter of fact he has done business practically every day this year while in the field.

Mr. Woodman follows with a total of $600.00. He reports 14 orders and business for five days. Here is another instance where Saturday was the best day in the week, Mr. Woodman having booked five orders. In connection with his Saturday's work hangs an interesting story, as he needed every dollar of the total of $221.00 booked to make him a winner in the contest, we are going to tell about this elsewhere.

Mr. Byron follows with a total of approximately $500.00. He secured business every day and a total of 17 orders. His best business was booked on Monday when he booked 6 orders amounting to over $200.00. His total for week helped out slightly by a subject-to-countermand order amounting to $65.00 passing the critical point. Mr. Byron was out of the field for some few weeks on account of illness, but we are glad to say he is back in the harness and is going at the splendid gait that he maintained early in the year. It was indeed unfortunate that Mr. Byron had to lose some few weeks at this time of the year, but he has evidently started out again with the determination of making up the lost ground.

Mr. Roberts follows with a total of close onto $500.00. He reports 10 orders and business every day. His best business was written on Thursday and Friday, two orders on Thursday amounting to $185.50 and four orders on Friday amounting to $112.15.

In the contest ended on the 10th Mr. Roberts proves a winner in class "A," although he was rated in class "B." The amount he needed in the contest was $2100.00 for the six weeks work, whereas, he reports a total of over $2700.00. We are glad to see Mr. Roberts get out of his class, and the splendid work he has been doing in the field is certainly deserving of the highest praise.

Mr. Coleman follows with a total of just $11.00 less than Mr. Roberts reports. He has a clean week and a total of 16 orders. Here is another striking example of the fact that a man can do what he starts out to do, if he works with the proper spirit. We have previously mentioned the fact that Mr. Coleman on account of personal business matters found it necessary to lose the full first week of the contest. A trip in connection with this private business took him to Toronto, Canada, and on his way from British Columbia he stopped at the factory.

While we regretted the fact that he would lose out on the full first week of the contest he expressed then and there a determination of winning a grip regardless of this fact. It was not until his last report was in that the total figures showed that he was just about $50.00 over the amount necessary for a class "A" man, and we want to congratulate Mr. Coleman on his magnificent showing. We will mention his work elsewhere in connection with the review of the recent contest.

There is quite a little drop between the total Mr. Coleman reports and that of Mr. Ungerer who stands No 6. Mr. Ungerer however, reports a satisfactory business, and is closely followed by more than a dozen men whose totals are just a few dollars less.

We might mention Mr. Cies who stands No. 7 with a total of 14 orders and business for six days. Mr. Parks reports 13 orders and business for five days. Mr. Brooks five orders and business four days. Mr. Lindsley 7 orders and business for five days. There are quite a few others who sent in a paying business, but

this is one of those weeks when spectacular business is lacking, the total volume of business reported being divided more equally than usual.

Number of Orders.

Mr. Byron leads the force under this heading with a total of 17 orders, and as stated elsewhere he reported business every day.

Mr. Coleman who stands No. 2 also reports a clean week with a total of 16 orders. A glance at the sales book shows that during the five weeks that Mr. Coleman worked during the contest he reported business every day and a total of 82 orders, or an average of nearly three orders a day. This ought to make some of you fellows who report business with little or no attempt at regularity, sit up and take notice. We also want to impress upon you that Mr. Coleman is working in a new field, that is to say he is working in a field in which he has only made one trip previous to the first of the year, and therefore is hunting up new buyers every day.

Mr. K. H. Gerlach follows with a total of 15 orders, and as stated elsewhere he reported business every day for the five in the field. Mr. Gerlach has an average a little better than Mr. Coleman's when we take out the four days during the contest that he spent in the factory. During the contest he actually put in 32 days in the field for which he reported 88 orders.

Mr. Woodman and Mr. Cies tie for 4th position with a total of 14 orders each. Mr. Cies reports business every day, and Mr. Woodman gets his total of 14 orders in five days.

Mr. Parks stands No. 6 with a total of 13 orders. Mr. Roberts and Mr. A. E. Gerlach tie for seventh place with a total of 10 each. Both Mr. Roberts and Mr. Gerlach report business every day. While Mr. A. E. Gerlach's total number of orders may not be as large as that of a number of other men he gets business every day and that covers a multitude of sins.

We mentioned last week the fact that Mr. A. E. Gerlach has reported business every day since entering the field Dec. 28th last, and when one stops to consider the fact that he is working in a large city it is a phenomenal record. Anyone familiar with city work will readily understand why his total number of orders booked may not compare favorably with some of our other salesmen, as it is the hardest kind of work to find the buyers in large cities.

Without giving the matter thought one would be lead to believe that it would be an easy thing to go around a large city an pick up business, but this is far from being true. A man to get business from city buyers usually has to make several calls, or at least he can seldom close with a prospect on a first call.

STANDING OF G.-B. SALESMEN FOR WEEK ENDING, APRIL 10th, 1909

	Standing In Sales	Days Business	No. Orders
Albert	28	6	14
Barber	41	7	15
Barclay	41	7	15
Bayley	33	5	12
Beelman	14	4	8
Betton	30	4	8
Bowles	36	5	12
Brooks	9	3	10
Byron	3	1	1
Carter	11	5	8
Cies	7	1	4
Conkling	32	3	10
Coleman	5	1	2
Considine	27	4	12
Coulter	24	5	15
Ellis	41	7	15
Fadely	35	4	11
Fairbairn	19	3	11
Finley	20	6	13
Gerlach, A. E.	12	1	6
Gerlach, K. H.	1	2	3
Greenhalgh	41	7	15
Henaghan	26	3	10
Huffert	22	3	10
Lambert	41	7	15
Lindsley	10	2	9
Lott	13	5	12
Marks	29	5	12
McCully	15	2	10
McDonald, H. B.	17	3	10
McDonald, W. A.	16	2	7
McLaughlin	41	7	15
Meyer	40	5	13
Moore	34	5	13
Morton	39	6	14
Osmun	41	7	15
Parks	8	2	5
Reilly	38	5	13
Roberts	4	1	6
Rowe	41	7	15
Saxton	31	4	10
Scott	41	7	15
Shepard	18	4	11
Shimmin	23	6	14
Smith, F. A.	41	7	15
Smith, H. E.	37	6	14
Smith, S. L.	21	4	10
Thompson	41	7	15
Ungerer	6	3	11
White	25	5	13
Whittier, J. G.	41	7	15
Woodman	2	2	4

City men are usually pretty busy, and are inclined to put off a salesman, and it is very often necessary to make appointments. It is not always possible to have your appointments so arranged that you can put in a full day in one portion of the city, therefore it is sometimes necessary to travel more than a dozen miles to keep an appointment.

Mr. W. A. McDonald stands No. 9 with a total of 9 orders. Mr. Beelman, Mr. Betton, and Mr. Carter tie for 10th place with a total of 8 orders each. Mr. Lindsley stands No. 13 with a total of 7 orders. Mr. Brooks No. 14 with a total of six orders. The following men tie for 15th place with a total of five orders each: Messrs. Conkling, Henaghan, Huffert, McCully, H. B. McDonald, Saxton and S. L. Smith.

There are five tie for 22nd place namely: Messrs. Coulter, Fadely, Fairbairn, Shepard and Ungerer.

Days' Business.

The showing under this heading is not quite up to the previous week, in fact the general showing in total volume of sales is not up to the standard, the force for some reason having slumped. There are five men who report business every day viz.: Messrs. Byron, Cies, Coleman, A. E. Gerlach and Roberts. A total of six report business for five days, viz.: Messrs. K. H. Gerlach, Lindsley, McCully, W. A. McDonald, Parks and Woodman.

Those who report business on four days are as follows: Messrs. Bowles, Conkling, Fairbairn, Heneghan, Huffert, H. B. McDonald and Ungerer. Of course a large number report business on three days, but we still maintain that unless a salesman can report business for four days he is not entitled to mention under this heading. By this we do not mean to say that because a salesman fails to report business on four days that he is not doing conscientious or good work for the G.-B. Co., but we do believe that any salesman who starts out with the intention of getting business every day can come pretty near doing it, and at least will get business four days out of the week.

It is noticeable that there are some salesmen whose names rarely appear under this heading but whose total volume of business booked is large. This can be accounted for only by the fact that they are inclined to go after only large buyers and where the writer can order it is a good one. This may be good policy, but we are inclined to believe that a certain amount of business of the bread and butter variety would help out their showing wonderfully.

SOME GOOD ORDERS

Mr. Albert sold a tailor some left-overs, "Bringing Home the Bride," in series M1, the order amounting to $100.00. A table manufacturer selected "Safely Guarded," placing their order with Mr. Brooks. It calls for this subject in series 7 and series 42, the order amounting to $120.65.

Mr. Carter sold a jeweler and optician "Violet" in series M16. Their order amounts to $86.75. A grain and feed company placed an order with Mr. Fairbairn, selecting as their calendar "Dutch Fishing Boats" in series M12. The order amounts to $98.75.

An iron works placed an order with Mr. Finley amounting to $108.12. He sold them some left-over rolls, subject "The Call," in series 1, also some Fery series mailing cards. Mr. A. E. Gerlach sold a storage warehouse "The Sentinel" in series 1 and series 7, the order amounting to $87.50.

Mr. K. H. Gerlach's best order of the week was from a bank. It calls for our splendid Palm subjects, series M16. The order amounts to $150.00. Another bank gave Mr. Gerlach an order amounting to $109.40. They ordered 1000 left-over mounts.

Mr. Lindsley sold a granite works "Ready for the Day's Work," in series M9 and "Violet" in series M8, also a few "Violet" in De-Luxe series D8, the order amounting to $76.-22. Mr. Lott's best order of the week was secured from a lumber company. It calls for 500 special mounts, the reproduction showing their building in colors.

Mr. McCully sold a department store subjects "Marion" and "Isabel" in series M16 and some left-over mounts, the entire order amounting to $106.00. Mr. H. B. McDonald

sold a department store some Palm series mailing cards. Their order amounts to $81.00.

Mr. Roberts sold a firm of distillers "Moonlight on the Old Canal" in series 7 and M7, the order amounting to $168.50. Mr. Shepard sold a bank $75.00 worth of "An English Fishing Village" in series M7. An electric company selected "Rocky Fords," placing their order with Mr. H. E. Smith. This order amounts to $93.40.

Mr. Ungerer took an order for Palm series blotters amounting to $88.00. A bank placed an order with Mr. Ungerer for 400 special mounts and a few plain business calendars, the entire order amounting to $79.00.

A hardware company placed an order with Mr. Woodman amounting to $86.25. Their selection was "Virginia" in series D6. An ice and coal company gave Mr. Woodman an order for "The Sentinel" in series M7 and "In the Heart of the Rockies" in series M20. Their bill will amount to $86.00.

Mr. S. H. White sold a real estate company "Lincoln in '61" in series M13, the order amounting to $95.00.

NEWS FROM THE FIELD

A COMPLIMENT TO THE G. B. LINE.

Here is an instance where the G. B. line wins out despite the fact that the Vice President and Cashier of the bank, placing the order, were aware of the fact that Mr. Blodgett was a strong political enemy of a number of the directors of the institution. These people have been buying Osborne calendars for years, and undoubtedly would have continued to buy Osborne calendars, in consideration of the facts stated above, had they not considered the G.-B. line much superior to anything that had been shown them. Mr. Blodgett's letter follows:—

"This order from the First National Bank is highly complimentary to the G. B. line, as the directors are my strong political enemies and the order was given after an examination of the B. & B., T. D. M. and Osborne lines. While the V. President and Cashier were not opposed to me they were aware of the bitter political feelings of some of the directors against me, and I appreciate the order very much because of this compliment to the G. B. line. Osborne has had this order each year for the past five years.

Blodgett."

GREAT IS G.-B. DE LUXE.

Mr. Beelman recently wrote a nice order calling for $162.00 worth of "Raising the First American Flag." The greater portion of the order calls for this subject mounted in 15x20 DeLuxe and a few jumbo rolls. Here is an instance where the buyer was inclined to wait for the G. B. line having used our subject "His Last Farewell" the present year. However, a representative of one of the larger companies called upon this party and did manage to get a conditional order amounting to $100.00. To use Mr. Beelman's expression "a glance at our DeLuxe settled the other fellow's order," and it didn't take him long to write an order amounting to $162.00. His letter follows:—

"Great is the G. B. DeLuxe! The enclosed order comes from a bank which used about $40.00 worth of "His Last Farewell" this year. Our calendar pleased the buyer so well that he was waiting to see what I had to offer this year, but still he couldn't resist the temptation to place a subject-to-countermand order wih one of our friends of the "Big Two" for about $100.00.

One glance at our De Luxe settled the other fellow's $100.00 order, and it didn't take long to induce him to order $160.00 worth of 'Raising the First American Flag,' in the 15x20 DeLuxe and Jumbo rolls.

C. M. Beelman."

DOES IT PAY TO KNOCK?

We have had considerable to say from time to time and have published letters from salesmen regarding the knocking done by some of our competitors. We have maintained right along that "every knock is a boost" and here is evidence of the fact. Mr. Albert sends us the following letter addressed to him from the

concern placing the order with us which amounts to $152.87. Their letter reads as follows:—

"We sent you a postal some time ago stating that we were ready to place an order for calendars with you as we had cancelled the order with the Osborne people. Did you receive it? If not, you will probably get this, and you can come when you like."

Mr. Albert, of course, made it a point to call on these people as soon as he could, and he has the following to say; his memo being attached to the order which calls for "A Gray Day, Holland," in series M7:—

"These people had bought calendars of Osborne a few days before my call (1st week in March). The Cancellation was entirely due to their knocking and not to my solicitation. Furthermore, the enclosed order is one-third larger than the one they cancelled.

J. B. Albert."

DISTRIBUTION SUGGESTIONS PAY.

Probably no man on our force makes a more careful study of distribution methods and suggestions than Mr. Cies. Accompanying a nice bank order, which he sent in the other day, was the following letter. While it is evident that this was an instance where it was necessary to "stick at it" and fight it out to a finish, Mr. Cies has some mighty clever arguments that he uses to clinch orders quickly, and probably many of you recall some of the clever arguments he outlined in his demonstration at the last convention. We are going to let him tell about the order referred to in his own words:—

"The bank order placed here yesterday is a demonstration of the value of a distribution method. Still I was from 10:30 A. M. till 5:30 P. M., working hard all the time, placing the order. I sold them the tigers last year with a special distribution plan. They were so well pleased with it that they were waiting to see me before tying up permanently. Below I give a brief of the obstacles I had to encounter before I finally came off with the signed blue sheet.

At 10:00 A. M. the president met me in the friendliest manner, asked me to bring my line in at 10:'0. I did. Began with "Raising the First American Flag" jumbo, outlined prize essay plan for schools. We discussed the proposition till 11:45, and he called up the Supt. of Schools, had me outline the plan to him and got his advice. 12:30 we went to dinner, met again at 1:30, discussed the proposition pro and con, called in all the bank employees from time to time, interest intense, about 3:00 P. M. the president went into secret session with the cashier and two assistants. It looked all day as if the order was mine.

In about 20 minutes he returned and said he would have to disappoint me. He said he liked some raised work W. & T. had shown and that they had decided to give them the order this year, and let me have it next year on a plan similar to the one I was offering. I admit I was disappointed and chagrined, but I don't believe I showed it, I merely said "Well I wasn't just expecting that, but I have sold calendars so long, that I never really counted on an order till I am told to write it up."

Then I rehearsed the plan to him brought to bear that he never had been interested in a plan to the extent of putting in as much time on it, and that out of all the advice he had sought no one had objected. Then he told me he would have to explain and went on to say that about a month ago W. & T.'s man called and he had bought 50 pieces of very fine raised work for his stockholders and directors and thought they ought to use the same kind of calendars for all.

That was where he let me win. He had shown his hand, and I played my trumps accordingly. I said to him "Are you going to use the same kind of calendar or will you buy something cheaper?" He said "Of course, I would not use anything as expensive as I have bought for my directors and stockholders, but it would be raised work and similar." I said to him, "Right there is where you are making the mistake of your life. You know I have advised you right along not to use two different kinds of calendars for general distribution, and a while ago I laid special stress on the point, if you bought jumbos for school houses not to give them to individuals. These directors and stockholders are interested financially with you; they would stand by you even if you overlooked them altogether. Not so with the public, to whom you must look for the bulk of your business. Show favoritism and offend them and you are playing a losing game. Now if I were you I would use that historic plan just as I have outlined it to you, and I would not give those special pictures out till people quit asking for calendars. Then I would send them direct to those for whom I

intended them, and I would never buy my calendars that way again."

He said, "You are right, but I don't feel like paying more for the larger calendars, and I don't like to send so small a size as the 12x15 into the homes." I said, "If you were buying them of W. & T. would you buy larger ones?" He said, "No, but it would be a novelty." I said "Which do you prefer to buy, a novelty to give away or a good advertising service for your bank?"

Then I showed him the calendar we made for the Illinois Trust & Savings Bank, told him about the size of their order, and asked, "If that was big enough for that bank in a little berg like Chicago, don't you think it ought to go in your town too?" I emphasized the point that I was not trying to sell him quantity but quality, and the best advertising service. I got the order. It was 5:30 and I was too tired last night to tell about it.

H. W. Cies."

P. S. A clever answer often beats a long argument. In selling a small order last week to a general store the buyer said "What is a hundred of them worth?" I said "14½c each." He said "I bought calendars as large as that last year for 8c." I replied, "That's nothing I expect you have pants here larger than these I have on at 50c a pair. I paid $10.00 for mine, and you don't think I was cheated either do you?" He bought the calendars without further reference to price.

MEYER AFTER A SET OF TRIMMINGS FOR HIS GRIP.

Mr. Meyer is one of the men who ran far ahead of the class in which he was rated. He was given a rating under class "C," which meant that he had to write a total of $2100.00 during the six weeks of the contest. The total sales for the period were over $2800.00, making him a winner of a class "A" grip. Mr. Meyers has been doing very consistent work throughout the year, and we feel confident that he will write the necessary volume of business to win for him a set of trimmings in the contest now on.

"In reply to yours of the 18th telling me of my good luck in winning a grip, I am sure that nothing has come my way for a long time that pleased me more than my winning one of those fine grips. It sort of makes a fellow feel that he has accomplished something and I want to thank you for same and if things go as I have planned them I will get the trimmings for same in this contest. Kindly ship same to my address.

E. E. Meyer."

PROMISES DON'T COUNT.

The calendar game is an uncertain game and a salesman can never count on an order until he has the blue sheet signed. We sold a concern in Chicago last year 500 calendars. They promised their order to Mr. A. E. Gerlach again this year, but the representative of a competitor got there ahead of Mr. Gerlach and succeeded in getting an order from these people, but for some reason did not take the precaution of getting the order signed. Gus found this out and immediately got busy, and succeeded in getting a straight order amounting to $82.50. The customer knowing that he could cancel the other order which we understand he has done. Mr. Gerlach's letter follows:

"This is the party you wrote to recently. He promised me an order some time ago for 500 calendars, but it appears —— sold him this quantity. He did not take the precaution to get the order signed, however, and I got busy at once. He countermanded his other order, and I succeeded in getting the enclosed order amounting to $82.50.

Moral—Get the order signed.

A. E. Gerlach."

A DISTRIBUTION METHOD FOR DRUG STORES.

Mr. McCully kindly outlines a method he suggests to druggists for the distribution of their calendars. He states that this method has landed for him a number of good orders during the past several months.

If every man on the force will take occasion to suggest different distribution methods that he has worked out, for the benefit of the rest of the boys undoubtedly it would prove a big help. Mr. McCully's letter follows:

"It may be of interest to some of the salesmen to know of a distribution method I use with the drug stores. It has been the means of landing several orders from people who had already bought their calendars, but who were interested in this way of distribution.

If your man has bought show a couple of

large mounts to be given to every physician in town with his name, and the words "Prescriptions carefully compounded." *These reach the very people that the druggist wants to reach, and just at the time when they need the Druggist.* This can be used in towns of 4000 and up, and after the physicians are supplied put the balance in barber shops, etc.

The order I sent in from C——, yesterday was gotten through just this method of distribution for Osborne had sold him, but had fallen down on big ones. If your man will buy small ones, get his order, and then spring big ones for physicians on him.

If this method is good enough to use, I believe it will help land many an order. I have used it for several years and have made sales when I could not have done so were it not for this method.

McCULLY."

MR. PARKS STARTS THE CONTEST IN SPLENDID SHAPE.

Mr. Parks starts the contest by sending in five orders for Monday amounting to a very respectable total, and accompanying the orders is the following letter:

"I have started after one of those bags, and am sending in five orders for the first day but tomorrow may tell another story. My next town is small, however, I think I will win. Your new contest is the best ever offered to a crowd of salesmen. I have one shouler at the wheel and am going to keep it there.

W. G. PARKS."

THE SALESMAN'S CREED.

I believe in the goods I am selling; I believe in the customers to whom I am selling, and I believe in my ability to get results. I believe that honest goods can be sold to honest men by honest methods. I believe in working, not waiting; in laughing, not weeping; in boosting, not knocking; and in the pleasure of selling goods. I believe that a man gets what he goes after. I believe that it is enough to live one day at a time, and that no man is down and out until he has lost faith in himself. I believe in to-day and in the work I am doing; in to-morrow and the work that I hope to do and in the sure reward which the future holds. I believe in courtesy, in kindness, in generosity, in good cheer, in friendship, in the hearty handshake and honest competition.

THE LAW OF SUCCESS.

ORISON SWEET MARDEN HAS THIS TO SAY OF SUCCESS IN LIFE.

The following clipping was sent in by Mr. Carter the keynote appears to be "self-confidence" and self-confidence or the lack of self-confidence spells success or failure. A salesman with plenty of confidence in himself, the house he is representing and the proposition he is offering, will make good. Here follows the clipping:—

"It does not matter what other people think of you, of your plans or of your aims. No matter if they call you a visionary, a crank, or a dreamer, you must believe in yourself. If you forsake yourself by losing your confidence, you can accomplish nothing. Never allow anybody or any misfortune to shake your belief in yourself. You may lose your property, your health, even your reputation; but there is always some hope for you so long as you keep a firm faith in yourself. If you never lose that, but keep pushing on, the world will sooner or later make way for you, and you may regain the confidence of those who have denounced you.

"Self-reliance, which carried great, vigorous self-faith has ever been the best substitute for friends, pedigree, influence and money. It is the best capital in the world; it has mastered more obstacles, overcome more difficulties, and carried through more enterprises than any other human quality.

"A stream cannot rise higher than its source. A great success must have a great source, in expectation, in self-confidence, and in persistent endeavor to attain it. No matter how great the ability, how large the genius, or how splendid the education, the achievement will never rise higher than the confidence. He can who thinks he can, and he can't who thinks he can't."